



Simpson Road Redevelopment Plan Update

Preliminary Recommendations

March 22, 2006 - 6:45 p.m.



**Caram & Associates
in conjunction with
Grice & Associates
Marketek**

Tunnell Spangler Walsh & Associates

Agenda

o Presentation

- ❖ Study Overview
- ❖ Where we are now
- ❖ Summary of previous meeting results
- ❖ Vision, Goals and Objectives
- ❖ Analysis and preliminary recommendations
- ❖ Next Steps

o Comments/Questions

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Strengthening Neighborhoods Street by Street

Simpson Rd. Redevelopment Plan Update Overview

“The identification of the most recent needs and development trends so as to provide updated recommendations for the Simpson Road corridor area in terms of land use, zoning, urban design, transportation, housing, and economic development, including market analysis requirements of the DOP and of the City.” *RFP document (FC-6005007971)*

➤ Study elements:

- o Land Use and Zoning
- o Urban Design
- o Transportation and circulation
- o Housing and economic development (Business and employment retention and attraction)
- o Implementation and Strategy Program

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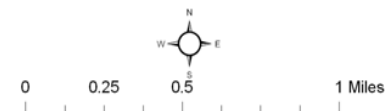


Strengthening Neighborhoods Street by Street

Study Area

- o From Northside Drive to H. E. Holmes Dr.
- o Focus on fronting parcels along both sides of Simpson
- o Use a quarter mile buffer area as context

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Strengthening Neighborhoods Street by Street

Where we are now in the process

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➤ Public meetings

- January 26, 2006 Kick-off meeting
- March 4, 2006 Workshop
- **March 22, 2006 Preliminary recommendations**
- April 12, 2006 Draft Plan Presentation
- May 31, 2006 Final Plan Presentation

➤ Other

- Advisory committee meeting
- Focus group meeting (one held and one to come)
- Stakeholder interviews



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Kick-off Meeting

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- Background of the Simpson Rd corridor
- Initial consultant's assessment
- Opinion Survey
- Preference Survey



Strengthening Neighborhoods Street by Street

Advisory Committee

The front line for communication between the community, the city and the consultants

Mrs. Johnnie Thompson

Mr. Alphonsa Allen

Ms. Stephanie Nolan

Ms. Barbara Jones

Ms. Juanita Neason

Ms. Ralph Long

Mr. Ronald Hewitt

Ms. Makeda Johnson

Ms. Joann Scott

Ms. Shirley Mainor

Rev. W.O. Weems

Mr. Bob Jones

Ms. Wanda Cunningham

Mr. Jessie M. Moore

Mr. Clarence Davis

Mr. James Dean

Ms. Joyce Jones

Mr. James Stith

Mr. Howard Beckham

Rev. Byron Amos

Mr. Greg Crawford

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Focus Group – Housing & Economic Development

To closely examine the issues surrounding housing and retail/commercial development...

Ralph Henderson

Stephens Shea

Dellanne Snyder

David Smith

Myrtle P. Bolton

Cecily Norwood

Madlyn Winfrey

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General Results from Opinion Survey

- Simpson Rd. is unattractive
- Split on Simpson Rd being a single place or a place made up of districts
- All of Simpson Rd need improvements
- Majority of shoppers drive at least 10 minute to shop
- Commercial area(s) need more variety of goods and should feel more safe
- Poor area to shop
- Poor area to do business
- Unsafe street crossings
- Better bus routes
- Hamilton E. Holmes Dr. worst intersection for cars
- Joseph Lowery Blvd. worst intersection for walking or cycling

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Strengthening Neighborhoods Street by Street

General Opinion Results from Visual Preference Survey

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Single-Family



Multi-family



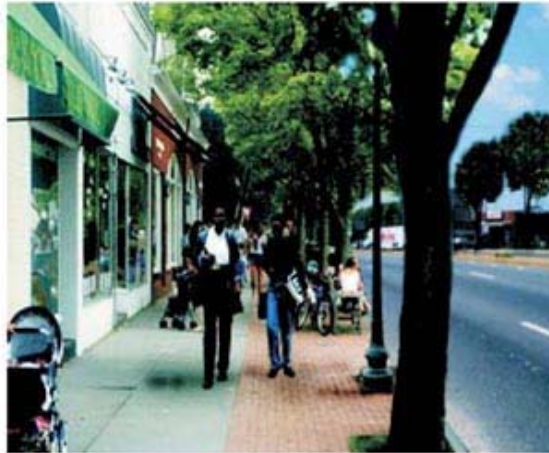
Mixed-use



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General Opinion Results from Visual Preference Survey

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Streetscape



Commercial



Gateway



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Workshop/Charrette

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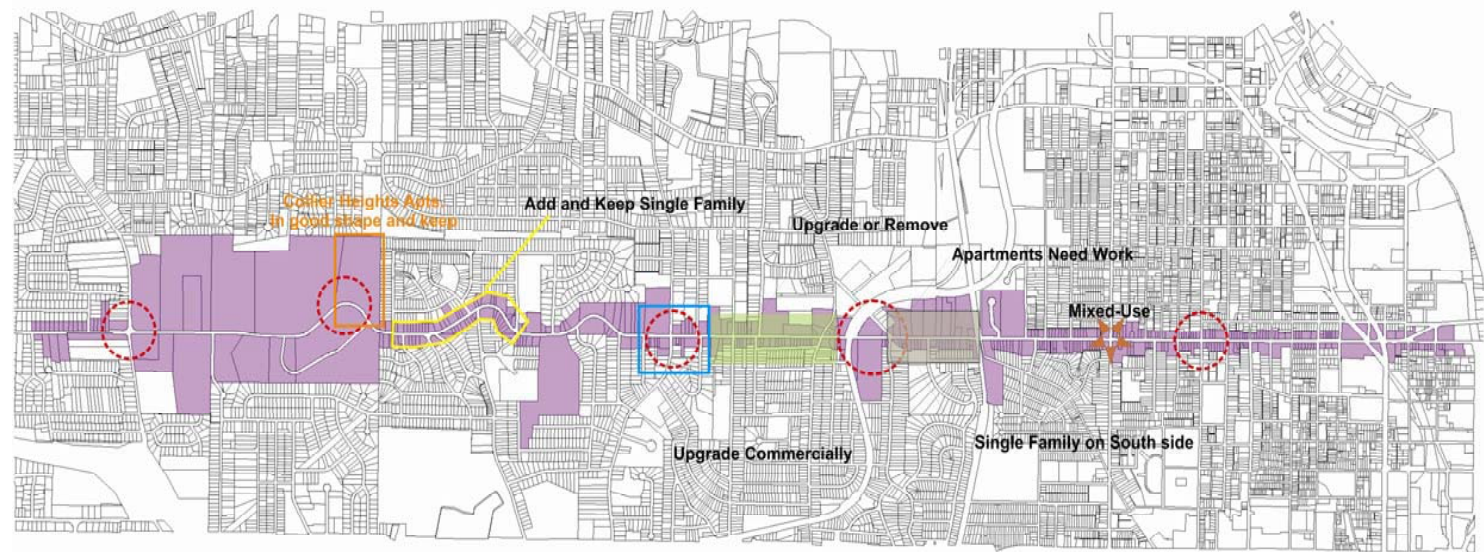


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General Results from Workshop

Simpson Rd Redevelopment Update Plan Workshop Results

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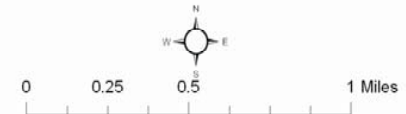
Dangerous Intersections

No Billboards Anywhere

Sidewalks and Bike Paths
from Holmes to Northside

Landscaping from Holmes to
Northside

No Mixed Uses other than indicated
at Lowery and Simpson



Strengthening Neighborhoods Street by Street

Vision Statement

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Simpson Road will evolve into a vibrant Urban Corridor that integrates land use, urban design and mobility. It will serve three major roles: a community builder, a people-friendly public space and a route for diverse modes of travel.



Strengthening Neighborhoods Street by Street

Proposed Goals and Objectives

Land Use

Goals –

1. The development of a land use pattern that allows for a rational and efficient use of property.
2. The formation of a land use strategy that minimizes the demand for public resources

Objectives –

1. The assembly of land that increases the opportunity to physically and visually connect the corridor
2. The creation of land use opportunities that maximizes the enjoyment and use of the corridor by the community.
3. To cluster land uses (commercial, services, offices, etc.) near or at intersections that will promote the reduction of travel time and increase community access.

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Strengthening Neighborhoods Street by Street

Proposed Goals and Objectives

Zoning

Goals -

1. To ensure that zoning designations reflect land use and design goals.
2. To protect existing land uses from arbitrary classifications resulting in non-conformity of properties.

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Proposed Goals and Objectives

Urban Design

Goals

1. To create the spatial use of land that results in a positive visual image
2. To maintain architectural standards reflecting the social and cultural character of the community

Objectives –

1. To promote a physical and architectural style that produces a three dimensional vista along the corridor.
2. To encourage the use of landscaping as a means of enhancing the physical and environmental image.
3. To maximize the use of historic resources as an asset to revitalized areas along Simpson Rd.
4. The development of community icons (gateways, signage, etc.) as an opportunity to value the uniqueness of the Simpson Rd. corridor and its many neighborhoods.

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Strengthening Neighborhoods Street by Street

Proposed Goals and Objectives

Economic Development – Commercial/Retail

Goals –

1. The identification and development of a market that avails itself to retail and service development.

Objectives –

1. To remove the impediments that are identified and associated with developing and retaining the community retail and commercial base.
2. To expand the local market by adding non-competitive anchor type businesses.
3. To attract commercial and retail establishments that best meets the consumer demand and market capacity of the community.

Goals –

1. The retention and strengthening of existing commercial and retail establishments.

Objectives –

1. To retain existing businesses by increasing their competitiveness and expansion of the local market share.
2. To educate and expose existing businesses to available capital.
3. To expand the opportunity to make available non-conventional capital for small businesses.
4. The identification of an existing or the creation of a business organization that promotes the interest of the Simpson Rd. market place.

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Proposed Goals and Objectives

Transportation & Circulation

Goals –

1. Provide for the efficient and safe movement of goods and services
2. Promote mobility alternatives for residents in all parts of the community

Objectives -

1. To create and enhance the Simpson Rd. corridor to facilitate pedestrian and vehicular safety.
2. To promote through design, non-automotive transportation alternatives.
3. To ensure the balance between land use development and transportation needs.
4. To capitalize on transportation infrastructure improvements to enhance the corridor's development.

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Strengthening Neighborhoods Street by Street

Proposed Goals and Objectives

Housing

Goals –

1. To promote the development of affordable and market rate housing choices along Simpson Rd. corridor.
2. To ensure future housing development creates a minimum displacement of vulnerable citizens.

Objectives –

1. Development of new housing that is sensitive and compatible to existing architectural style and scale.
2. To ensure that housing choices are available to those seeking the Simpson Rd. area as their community destination.
3. The removal of any housing structure not meeting local building code.
4. To encourage the rehabilitation of sub-standard housing through both conventional and public financing.

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Market and Housing Profile

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Commercial



Housing



Market Conditions



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Demographics

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Study Area

- Population 3,068
- Households 1,153
- 2000-2006 Avg. Annual
- Population Growth Rate .20%
- Median Age 32

Race

White	1%
African-American	98%
Hispanic	1%



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Demographics (con't.)

Study Area

Employed Population 16+ by
Occupation

845

White Collar
Services
Blue Collar

43%

32%

26%

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Market and Housing Profile

- **206 Businesses Permitted by the City of Atlanta**
- **Top Businesses are Grocery Stores, Professional Services and Health/Personal Care**
- **Almost 1,800 Employed within One-Mile; Nearly 10,000 within 2-Miles; More than 72,000 within 3-Miles**
- **Employees are key for new housing and retail**

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Market and Housing Profile

- **Majority of New Housing Being Developed North of Simpson Avenue, Commanding Higher Prices**
- **Values Below Citywide Levels**
- **More than Two-Thirds Renters**
- **Great Variation in Quality of Housing in Surrounding Neighborhoods**

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Strengthening Neighborhoods Street by Street

Preliminary Supportable Space Estimates

Potential Residential Demand (Units)

	For Sale	Renter	Total
Year 1	64	115	179
Year 2	64	115	179
Year 3	64	154	218
Year 4	86	154	240
Year 5	86	154	240
Year 6	86	154	240
Year 7	86	192	278
Year 8	86	192	278
Year 9	107	192	299
Year 10	107	192	299
Total 10-Year Demand	836	1,614	2,450

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Strengthening Neighborhoods Street by Street

10 Year Projection for New Residential Development at Activity Nodes



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10 Year Residential Projection for Housing at Nodes

	For Sale	Renter	Total
Simpson/West Lake	75	140	215
Simpson/Chappell	130	705	835
Simpson/Lowery	35	165	200

The remainder of the 10 year housing projection (1,200) will most likely be contained within the Beltline TAD area.

Beltline TAD	450	780	1200
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Proposed Housing Recommendations

1. To conduct quarterly community seminars on current housing rehabilitation programs.
2. To expand current TAD boundaries (Westside or/and Perry) to include Simpson Rd. neighborhoods to make available use of current housing rehabilitation programs and policies.
3. To lobby state to reform TAD legislation to allow for the “buy down” of tax increases for seniors or/and financially challenged homeowners as a direct or indirect result of TAD programs and investments.

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Proposed Housing Recommendations

4. To educated prospective homebuyers about down payment assistance programs.

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Market and Housing Profile

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- **Mix of Smaller Food Stores, Beauty/Barber and Restaurants**
- **Storefront Churches Replacing Retail**
- **Nearby Strip Centers Limited to Neighborhood-Serving Retail**
- **Many Businesses Appear to be Marginal**
- **Strong Occupancies at Larger Nearby Centers**



Strengthening Neighborhoods Street by Street

Preliminary Supportable Space Estimates

Potential Retail Demand (Square Feet)

Existing Unmet Demand	80,727
2016-2011	42,824
2011-2016	68,953

Total 2006-2016 192,504

The above estimate assumes that Simpson Road could immediately support 40% of unmet potential generated by households within a one mile area of the corridor.

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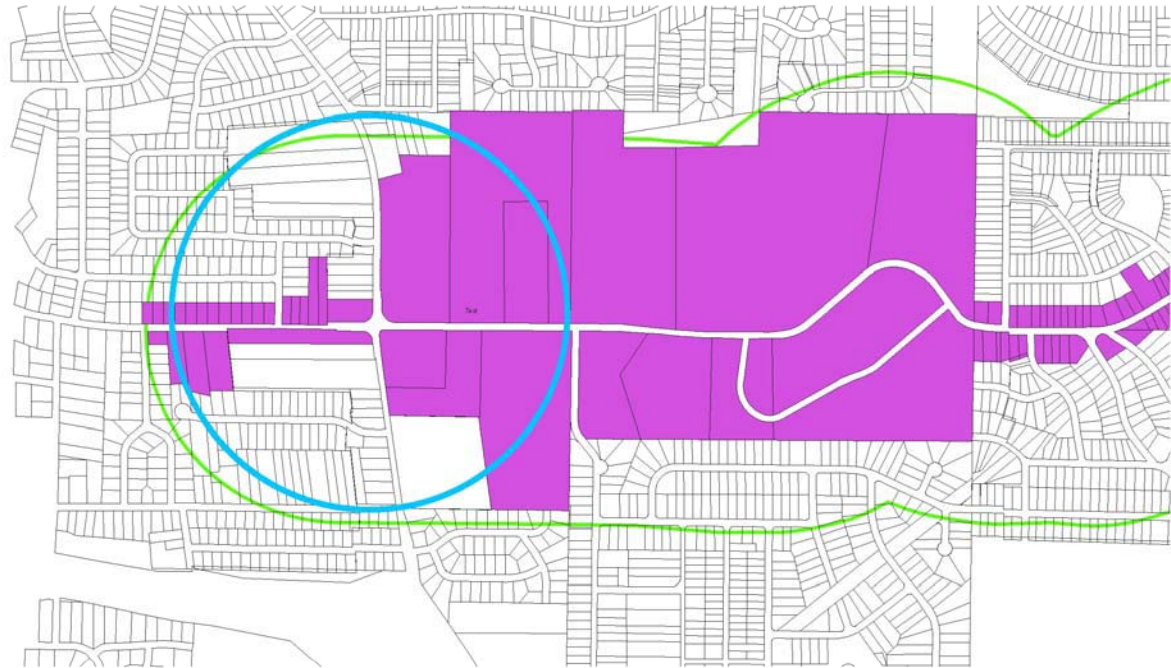


Strengthening Neighborhoods Street by Street

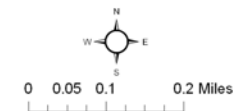
H.E. Holmes/Simpson Node

40,000 sq.ft of retail capacity

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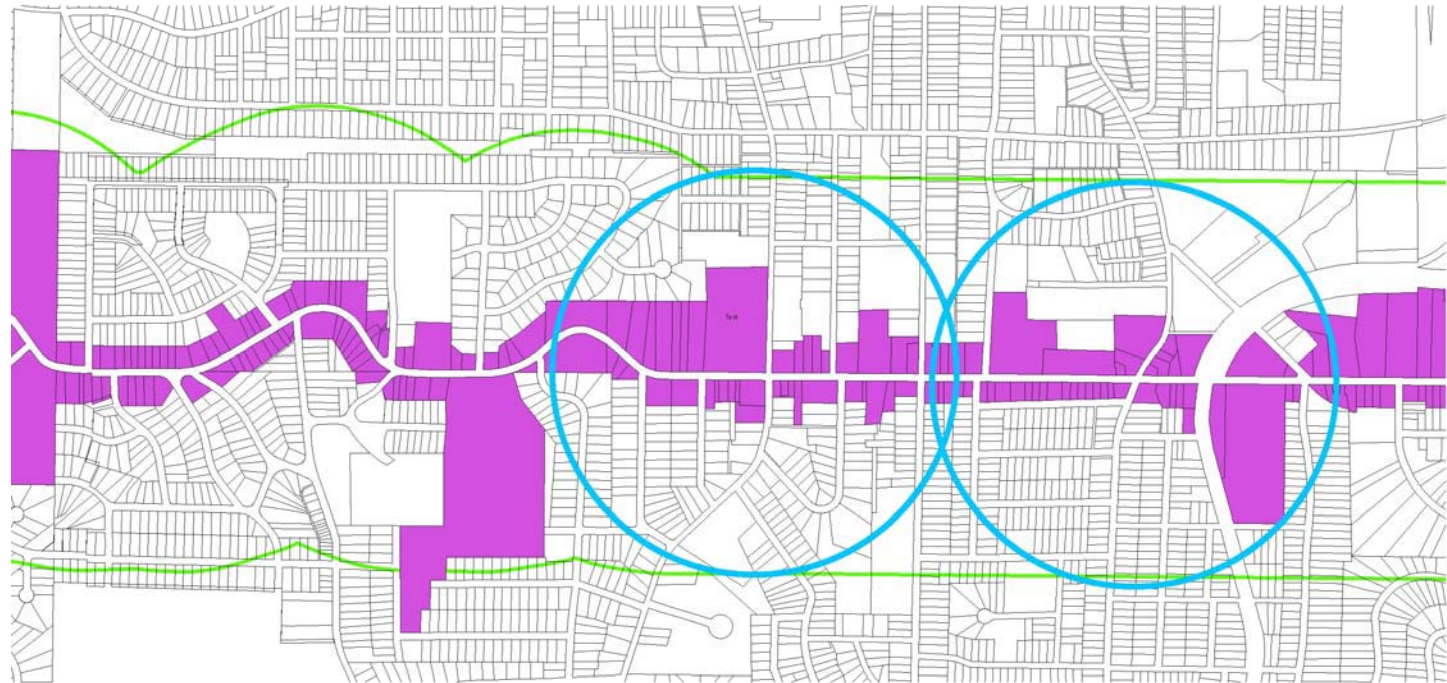
Commercial Development by Activity Nodes
(Total Retail Capacity by Square Footage = 192,504)



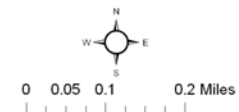
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West Lake and Chappell @ Simpson Nodes 21,000 sq. ft. of retail capacity

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Commercial Development by Activity Nodes
(Total Retail Capacity by Square Footage = 192,504)



Strengthening Neighborhoods Street by Street

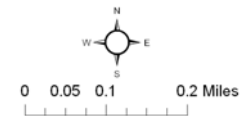
Lowery/Simpson Node

32,000 sq. ft. retail capacity

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Commercial Development by Activity Nodes
(Total Retail Capacity by Square Footage = 192,504)

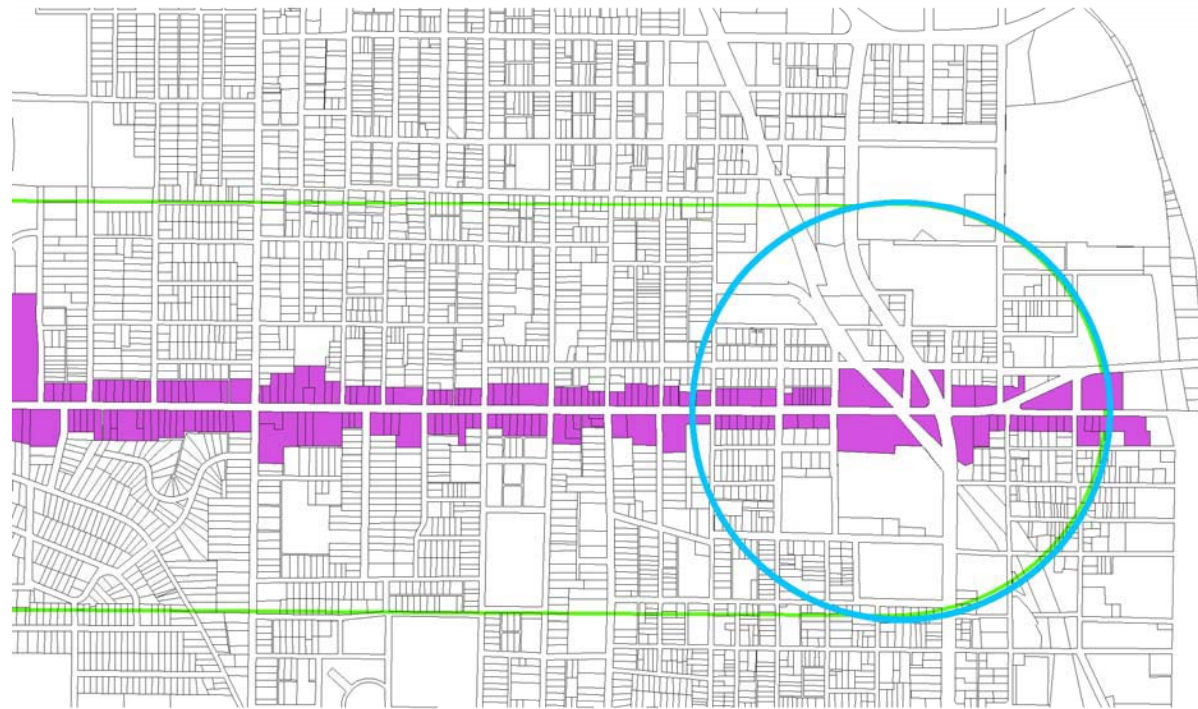


Strengthening Neighborhoods Street by Street

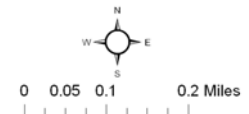
Northside/Simpson Node

50,000 sq. ft. retail capacity

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Commercial Development by Activity Nodes
(Total Retail Capacity by Square Footage = 192,504)



Strengthening Neighborhoods Street by Street

Proposed Economic Development Recommendations

Expand TAD boundaries $\frac{1}{4}$ mile to allow stressed businesses to have access to TAD dollars from the proposed revolving loan fund

Increase access to non-conventional capital for small businesses by lobbying state officials to allow a 10% set aside of TAD dollars for a business revolving loan fund for areas designated as blighted or stressed.

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Strengthening Neighborhoods Street by Street

Proposed Economic Development Recommendations

Development of an incubator program for existing and future small businesses with potential anchor tenants by offering local tax incentives (Urban Enterprise) to off-set abated land rents.

The employment of a “Main Street” type advisor capable of assisting merchants with the technical operation of a small business. This advisor would work with each (and collectively) business to build a cohesive commercial/retail environment along
Simpson Rd.

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Strengthening Neighborhoods Street by Street

Proposed Economic Development Recommendations

The identification of New Market Tax Credits for investment in the Simpson Rd corridor.

The identification of a CDC to apply for (or) the creation of Community Development Entity (CDE) status to accept New Market tax credits from the private sector for reinvestment into the project area.

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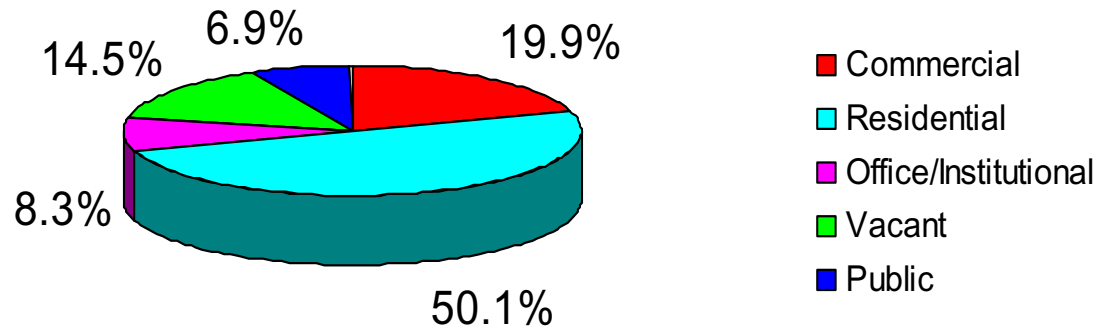
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Strengthening Neighborhoods Street by Street

Land Use and Zoning

Percentage of Parcels Along the Corridor



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Strengthening Neighborhoods Street by Street

Corridor Land Use Pattern

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Land Use Designations

- Commercial
- Office/Institutional
- Public
- Residential
- Utility
- Vacant



Strengthening Neighborhoods Street by Street

Residential Types

Single Family



Multi-family

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Commercial Types



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Strengthening Neighborhoods Street by Street

Land Use and Zoning Summary

Properties Abutting the Corridor Five Largest Zoning Districts by Parcel Percentage

R-4 (Single Family Residential) 20%

SPI-11 (Special Public Interest) 20%

R-4C (Single Family Residential) 14%

R-4A (Single Family Res. Conditional) 11%

C-1 (Community Business) 9%

There are 14 separate zoning districts abutting Simpson Rd

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Corridor Zoning Pattern

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General Preliminary Recommendations

General Land Use and Zoning Policies

- ❖ To maintain the current zoning districts in single-family areas between H.E. Holmes and Ezra Church (Preserve suburban character).
- ❖ The rezoning of all properties between Ezra Church and MARTA rail to Mixed Residential Commercial (MRC-2). Create a compatible mixed use character (main street) to compliment Beltline Tax Allocation District proposal.
- ❖ Maintain current zoning districts between MARTA rail to approximately 150' west of Lowery (Preserve historic neighborhood character).

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General Preliminary Recommendations

HE Holmes Dr Area:

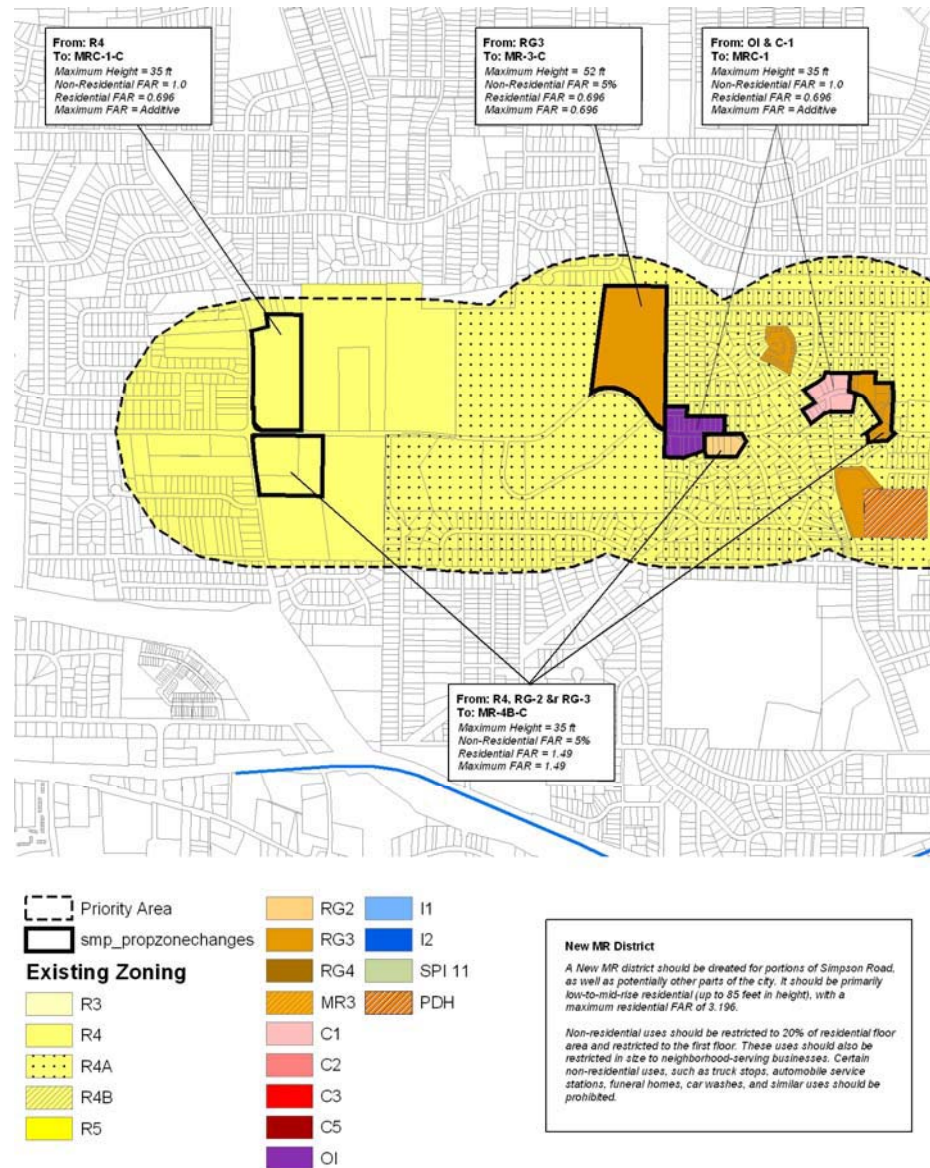
- MRC-1-C (mixed-use) at northeast corner
- MR-4B-C (townhomes) at southeast corner

New Jersey Ave Area:

- MRC-1-C (mixed-use)
- MR-4B-C (townhomes)
- MR-3-C at apartments

Anderson Ave Area:

- MRC-1-C (mixed-use)
- MR-4B-C (townhomes)



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General Preliminary Recommendations

W. Lake Ave Area:

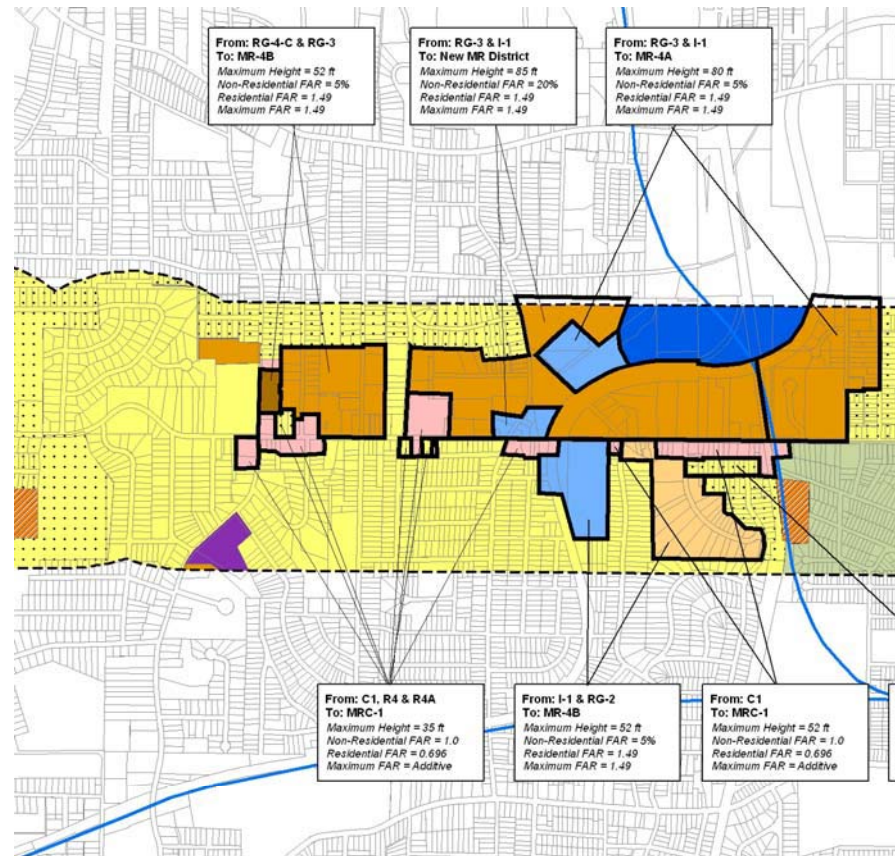
- MRC-1-C (mixed-use)
- MR-4B (townhomes)

BeltLine Area:

- MRC-1-C (mixed-use)
- MR-4B
- MR-4A
- MRC-1
- Potential new MR

English Ave/Vine City:

- As called for in their studies



Transitional Height Plane Adjacent to "R" Districts
All proposed MR and MRC districts will be subject to the Transitional Height Plane requirements adjacent to R (single-family) zoning districts.
This will ensure a set-back in building scale and prevent the blockage of light onto single-family homes.

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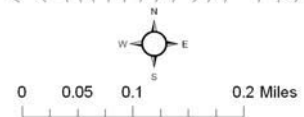
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Proposed Parcels for Rezoning to MRC - 2



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**109 Properties Are Proposed for
Rezoning to MRC - 2**



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Potential Use of QOL Zoning

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- The Quality of Life zoning districts have been developed specifically to encourage:
 - Pedestrian oriented development
 - High quality multifamily residential or mixed use development
 - Intensification of underutilized commercial corridors
 - Concentration of development in activity centers



Mixed Residential-
Commercial (MRC)



Multi-Family
Residential (MR)



Strengthening Neighborhoods Street by Street

Urban Design

Most development built in the last 40 years is auto-oriented and not in line with the character of the historic neighborhoods



Many garden style apartments along the corridor helped reinforce the suburban typology after World War II



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Urban Design

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Visual clutter is one of the weaknesses of the corridor.



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Urban Design

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Although appropriate in other parts of the city, this two story infill home's scale and style are not in character with surrounding neighborhoods



Typical houses built after World War II along Simpson Rd.



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The Simpson Street Church of Christ is one of the civic historic structures along Simpson Rd.



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Strengthening Neighborhoods Street by Street

Building Condition

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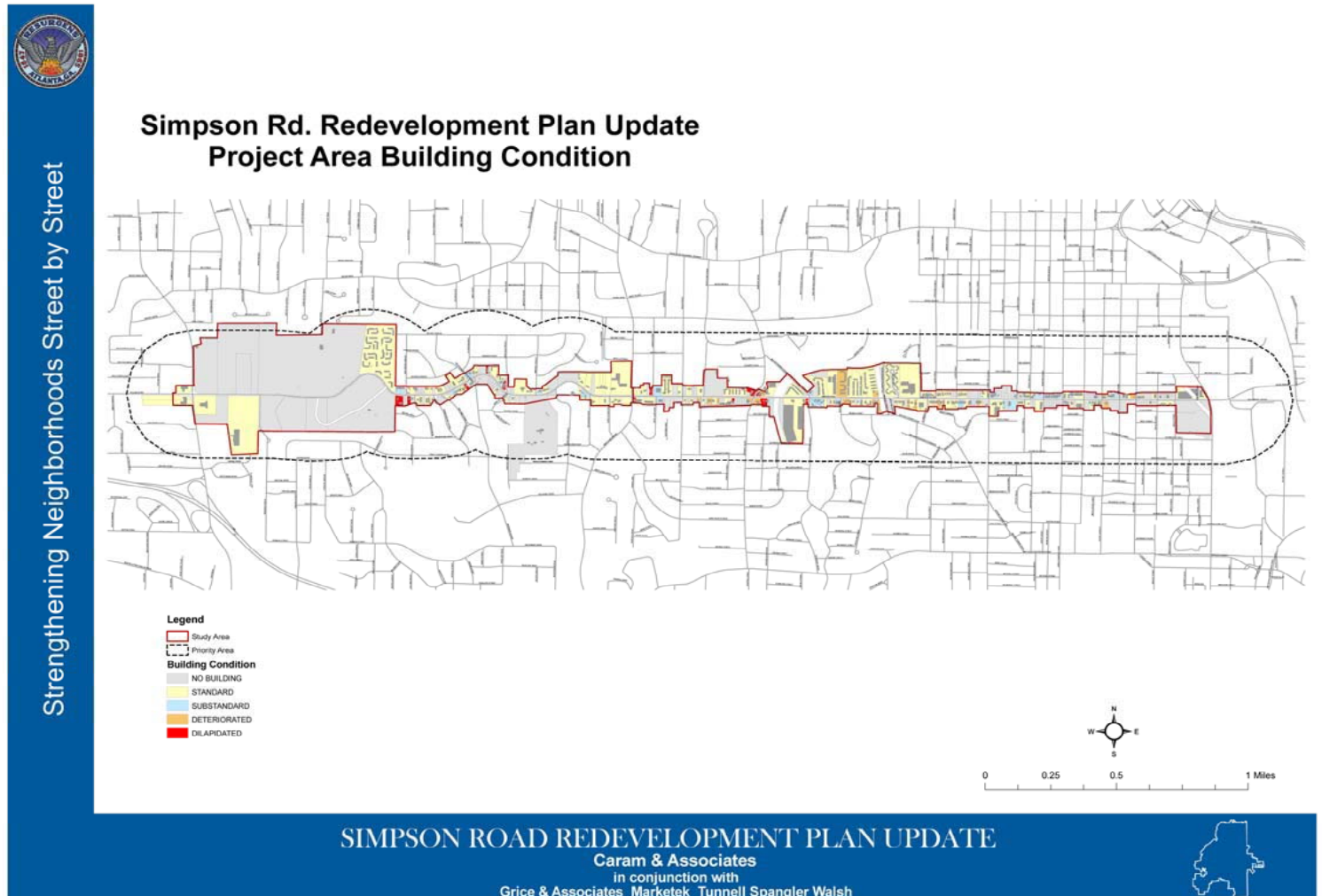
	<i>Parcels</i>		<i>Lot Area</i>	
	Number	% Parcels	Acreage	% Total*
STANDARD	151	39%	129.2 ac.	34%
SUBSTANDARD	51	13%	10. ac.	3%
DETERIORATED	21	5%	7.2 ac.	2%
DILAPIDATED	11	3%	2.6 ac.	1%
NO BUILDING	152	39%	235.1 ac.	61%



Strengthening Neighborhoods Street by Street

Building Conditions

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Strengthening Neighborhoods Street by Street

General Preliminary Recommendations

General Urban Design Recommendations:

- **Create a historic marker program**
- **Utilize historic architectural styles in new development.**
- **Ensure that new buildings respect the pedestrian and sense of place.**
- **Provide buildings heights that do not overwhelm the street or adjacent neighborhoods.**

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Strengthening Neighborhoods Street by Street

Urban Design

- **Provide pocket parks and plazas at key locations:**
 - *Southwest corner of West Lake Avenue*
 - *As will be recommended by English Avenue and Vine City plans*
 - *BeltLine transit station*
 - *HE Holmes at Jonesboro Road*
- **Ensure that new developments respect the pedestrian:**
 - *Require buildings to define the public street.*
 - *Ensure that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.*
 - *Prohibit parking adjacent to the street.*

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Strengthening Neighborhoods Street by Street

Urban Design

- **In all commercial or mixed-use areas:**
 - *Provide roofs that appear horizontal from the street.*
 - *Encourage continuous sidewalk-fronting storefronts.*
 - *Prohibit clapboard, vinyl or hardiplank siding facing the street.*

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Horizontal
Roof Rear
Parking Brick with
Storefronts Continuous
Buildings



Strengthening Neighborhoods Street by Street

Urban Design

- **Respect and enhance the different characters along different parts of the corridor**

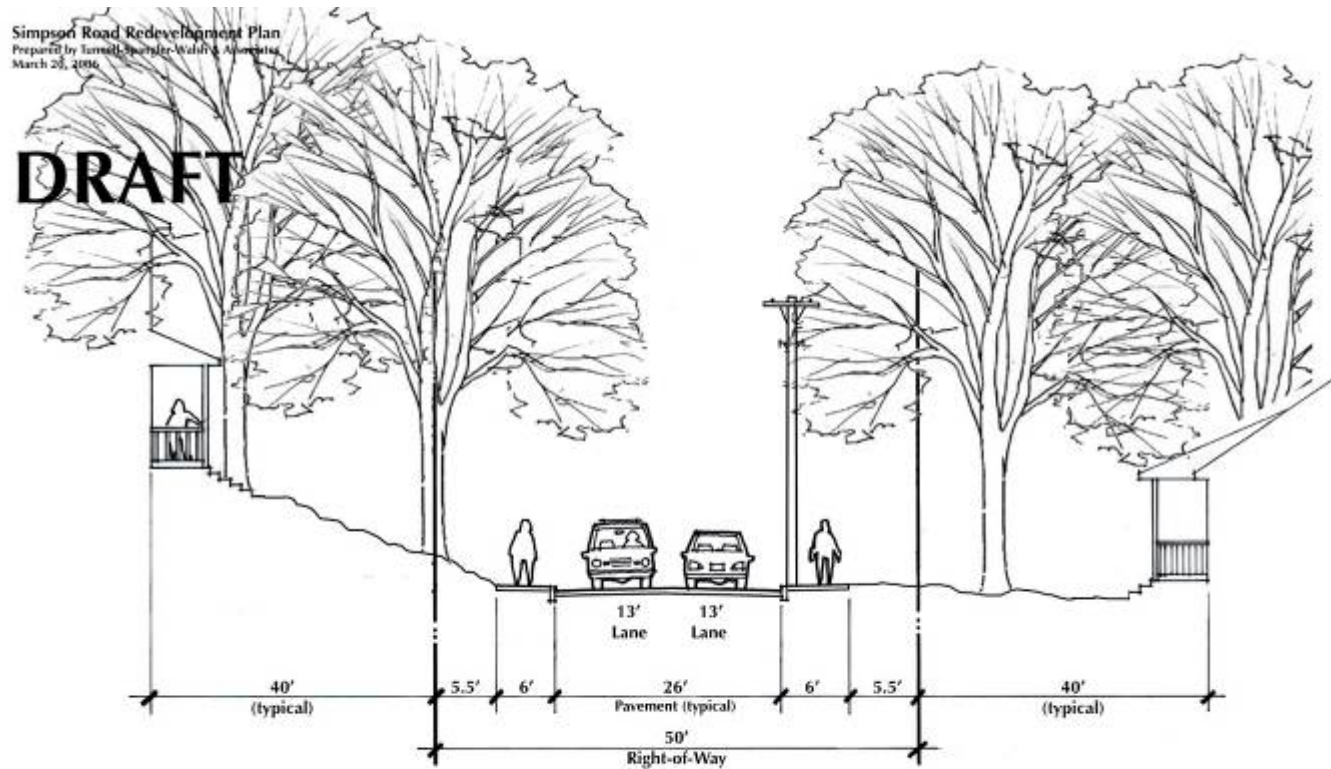
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Strengthening Neighborhoods Street by Street

Urban Design

- Respect and enhance the different characters along different parts of the corridor
 - *Suburban Residential Sector*



**Proposed Street Character
Suburban Residential Sector**

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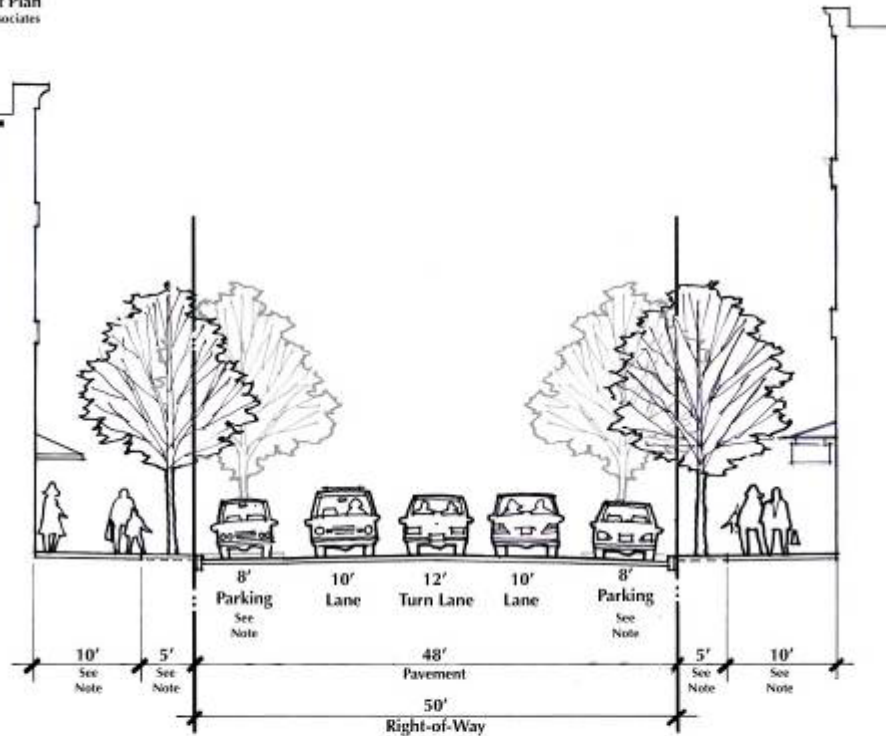
Strengthening Neighborhoods Street by Street

Urban Design

- Respect and enhance the different characters along different parts of the corridor
 - *BeltLine “Main Street”*

Simpson Road Redevelopment Plan
Prepared by Tunnell Spangler Walsh & Associates
March 20, 2006

DRAFT



Note: On-street parking, buried utilities, and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing conditions will remain in place

**Proposed Street Character
BeltLine “Main Street” Sector**

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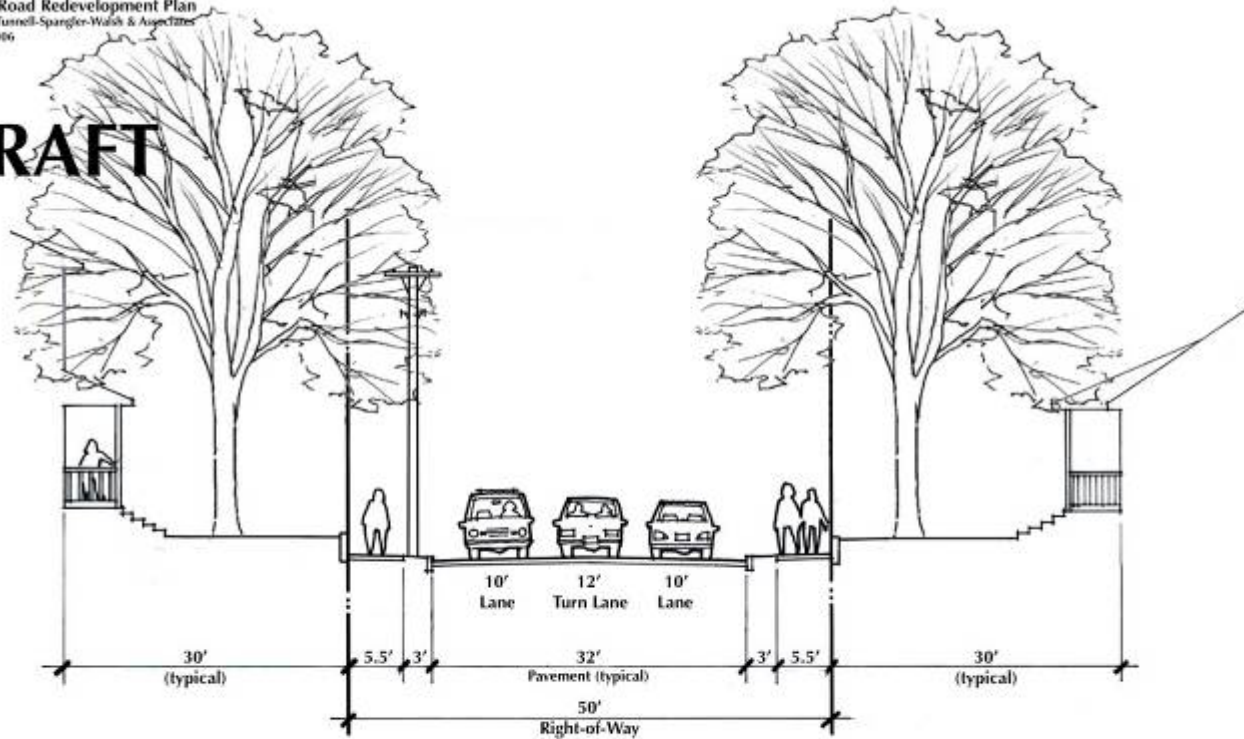
Strengthening Neighborhoods Street by Street

Urban Design

- Respect and enhance the different characters along different parts of the corridor
 - *Historic Residential Sector*

Simpson Road Redevelopment Plan
Prepared by Tunnell Spangler Walsh & Associates
March 20, 2006

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**Proposed Street Character
Historic Residential Sector**

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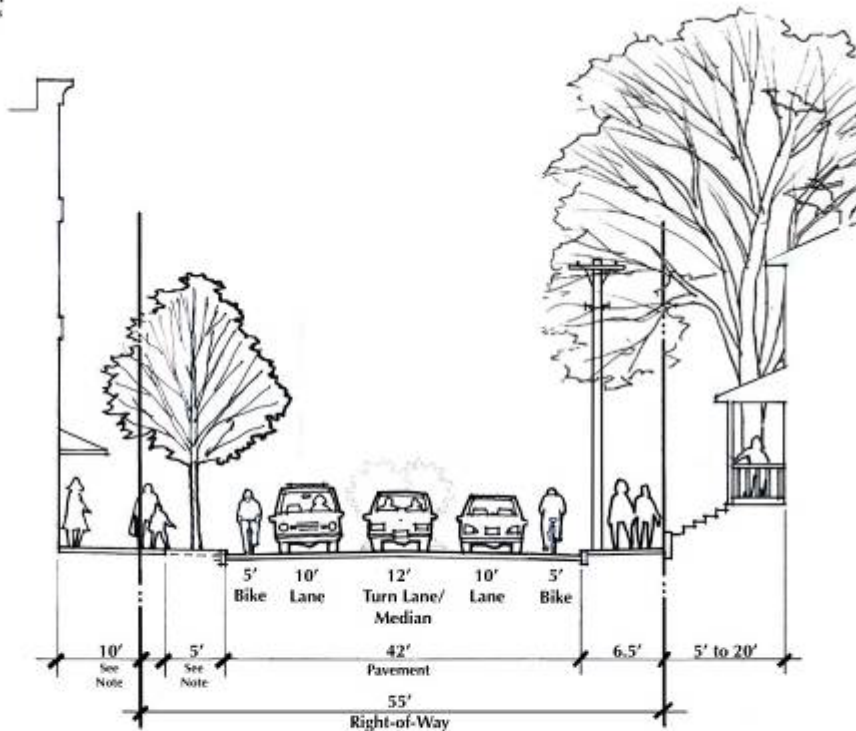
Strengthening Neighborhoods Street by Street

Urban Design

- **Respect and enhance the different characters along different parts of the corridor**
 - *Historic Mixed-Use Neighborhood Sector*

Simpson Road Redevelopment Plan
Prepared by Tunnell Spangler Walsh & Associates
March 20, 2006

DRAFT



Note: Buried utilities and widened sidewalks (on private property) will be created as new development occurs. Until that time, existing widths will remain in place

Proposed Street Character
Historic Mixed-Use Neighborhood Sector

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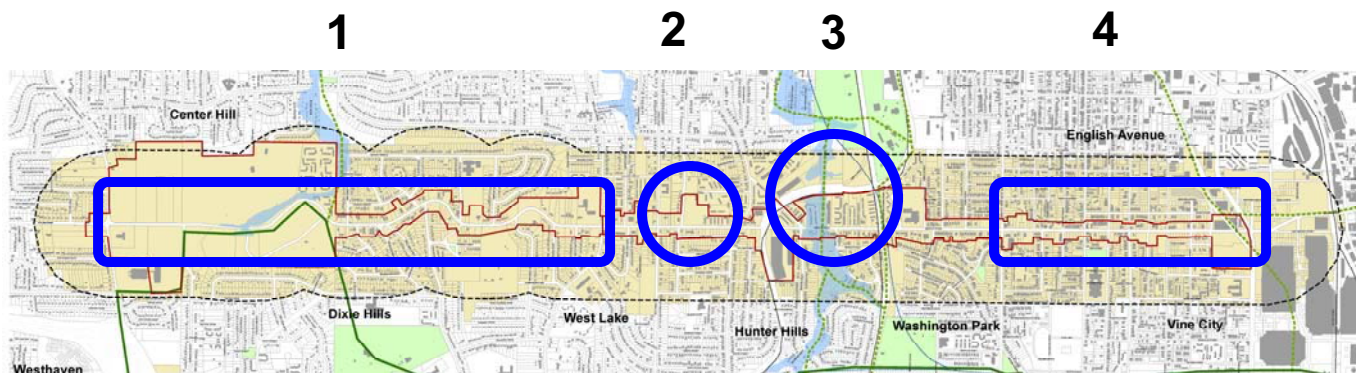


Strengthening Neighborhoods Street by Street

Urban Design

- **Ensure that new multi-family and mixed-use development create a pleasant scale:**
 1. *West of West Lake Avenue: max. 35 ft (3 floors)*
 2. *West Lake Node: max. 35 ft – 52 ft (3-4 floors)*
 3. *BeltLine area: 52 ft – 85 ft (4 to 7 floors)*
 4. *English Avenue/Vine City: as recommended by each individual neighborhood's study*

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Strengthening Neighborhoods Street by Street

Urban Design

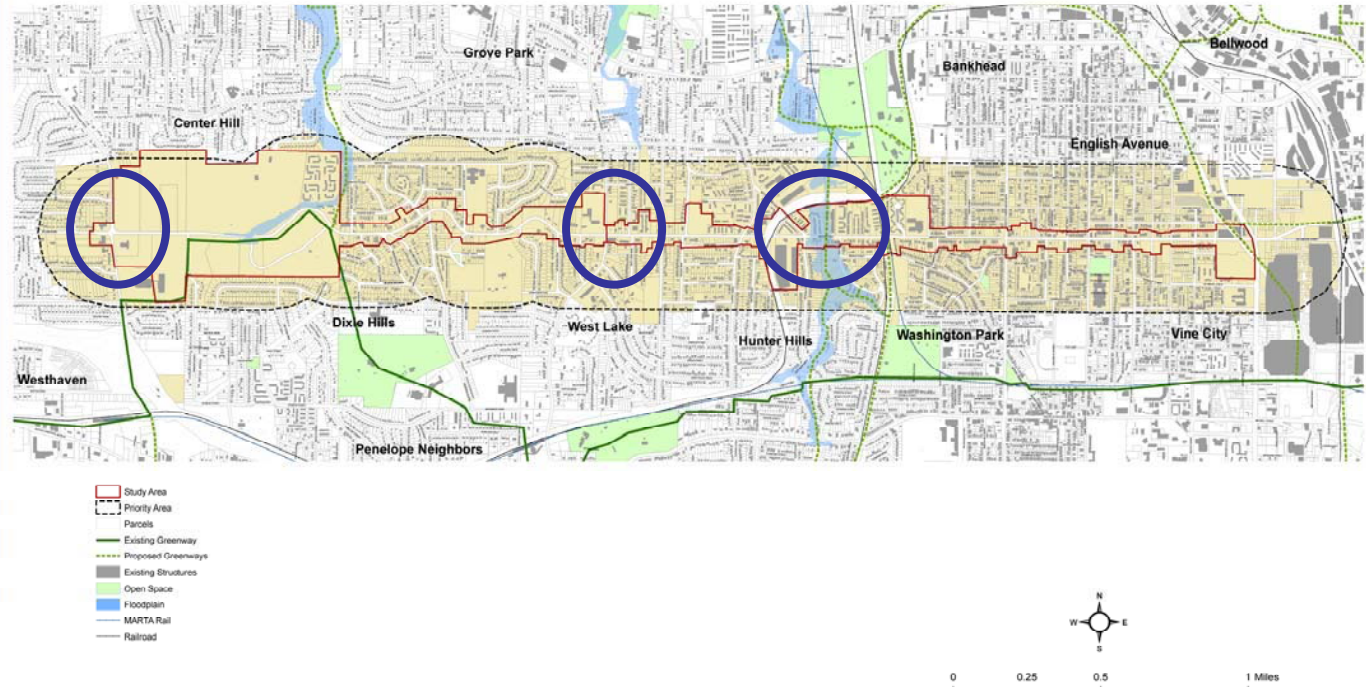
- Ensure that new development are coordinated to form a single “place,” rather than a collection of isolated developments.

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Strengthening Neighborhoods Street by Street

Simpson Rd. Redevelopment Plan Update Project Area Urban Design Analysis



Strengthening Neighborhoods Street by Street

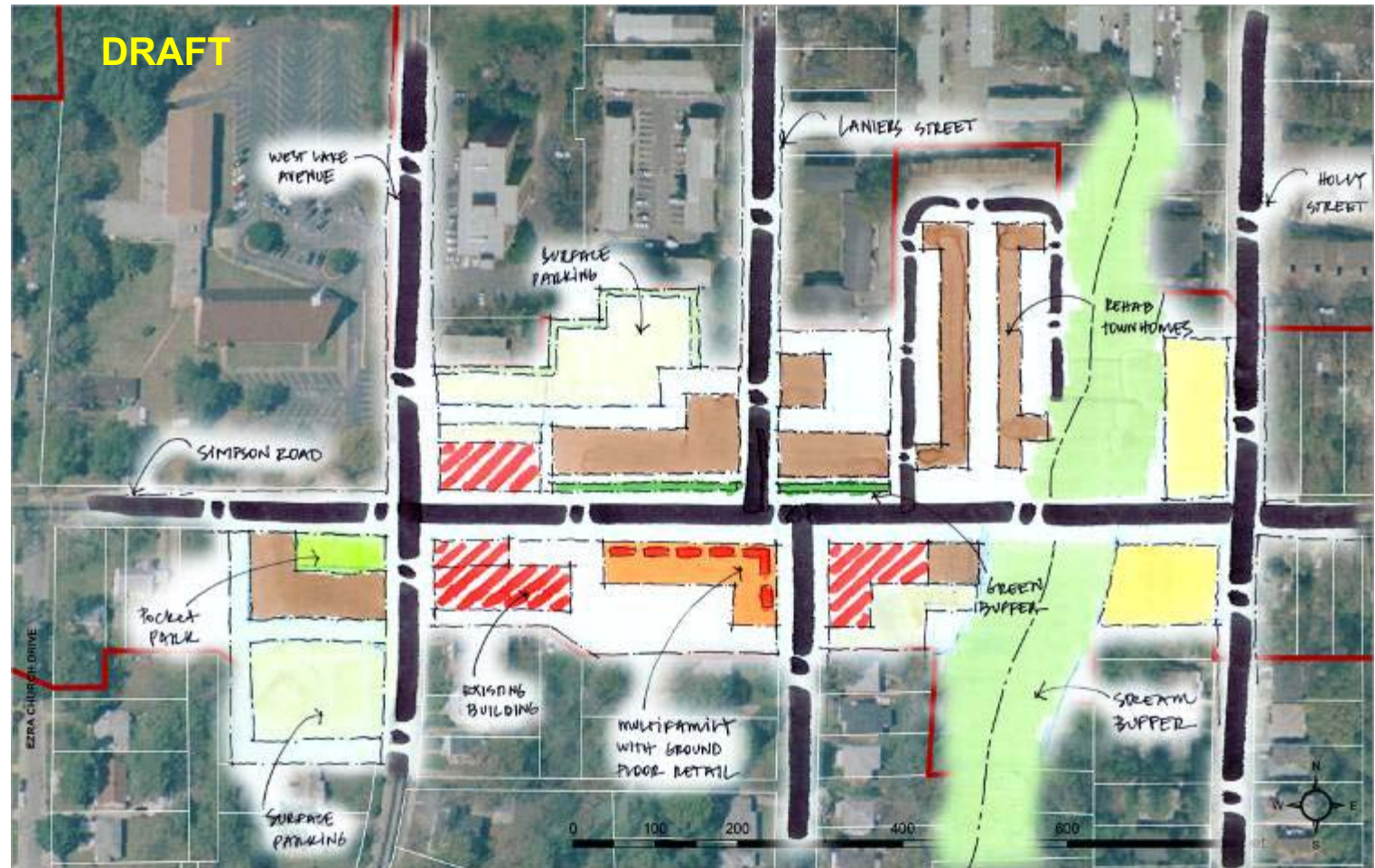
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- Multifamily 6-7 stories north of Simpson Road
- Multifamily 3-4 stories and townhomes south of Simpson Road – transition to single-family neighborhoods



Site Plan: Simpson Road and West Lake Avenue

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Strengthening Neighborhoods Street by Street

Site Plan: Simpson Road and Hamilton E. Holmes

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- Grocery Store
- Mix of uses:
Office/Commercial
facing Hamilton E.
Holmes
- Townhomes east of
Hamilton Holmes
- Townhomes north of
the Church framing
Simpson Road

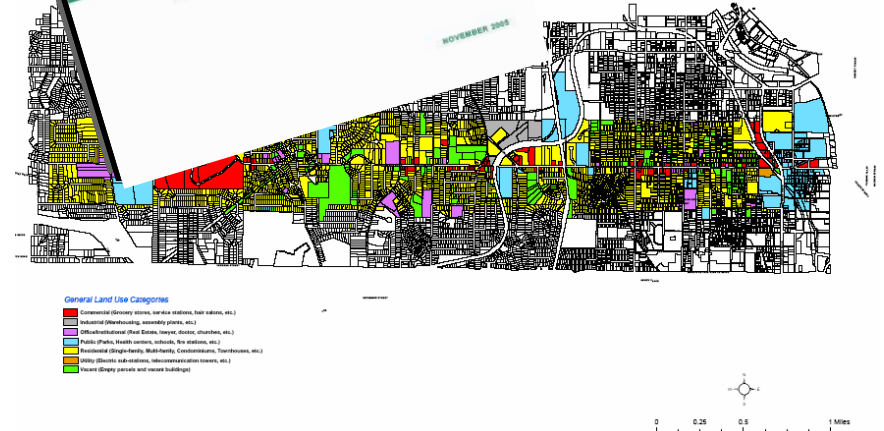


Strengthening Neighborhoods Street by Street

Transportation

What goes into the Transportation assessment:

- Transportation data, research & analysis
- Existing conditions assessment
- Demographics
- Previous and current planning studies
- Site visits & observation
- Input from members of the Advisory Committee
- Input from the community
- Review of programmed improvement projects
- Review of anticipated development
- Coordination with other elements of the Comprehensive Planning process



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Strengthening Neighborhoods Street by Street

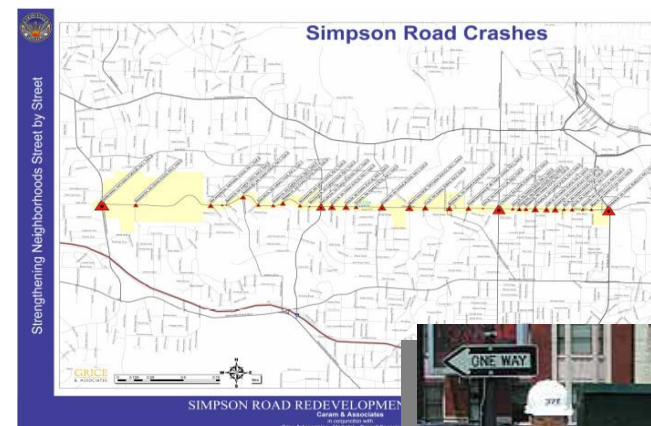
Summary Findings

Crash Analysis

- Key Intersections for Safety Issues:
 - Northside Drive
 - JL Lowery
 - Chappell
 - West Lake
 - Brawley, Griffin & Sunset
 - Mayson Turner
 - Holly Rd.
 - Hamilton Holmes

Vehicle Operations

- Intersection & Operations Analysis
 - Intersection Geometry
 - Sight distance
 - Lane configuration & striping
 - Access management
- Traffic Volumes and Capacity
 - 2005 & 2030: LOS C or better
 - LOS E & F on Hamilton Holmes & West Lake
 - 2004 AADT: 8,000 East, 7,000 Middle & West
 - Beltline Likely to Increase Volumes 12-18%
- System-wide deficiencies
 - Signalization
 - Curb & gutter
 - Drainage
 - Utilities in clear zone
- Detailed Operational Analyses in progress:
 - Simpson @ JL Lowery Boulevard
 - Simpson @ Chappell Road
 - Simpson @ West Lake Avenue



Strengthening Neighborhoods Street by Street

Strengthening Neighborhoods Street by Street

Potential Transportation Improvements

Public input, land use recommendations and technical analysis will lead to specific improvement recommendations to help achieve goals:

- Pedestrian Improvements

- Improved crossings
- Ramps & signals
- New or repaired sidewalks

- Bicycle Improvements

- Bike lanes
- Trails & greenways

- Transit Improvements

- Route & schedule alterations
- Stops & shelters
- New service

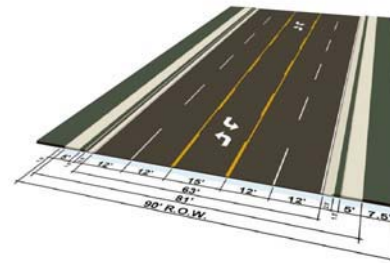
- Road Improvements

- Intersection and roadway geometrics
- Signalization and its
- Capacity management
- Freight & truck access
- Striping & signage

- Safety Improvements

- Streetscape & Environment

- Beautification
- Quality of life



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Strengthening Neighborhoods Street by Street

Land Use/Zoning Action Recommendations

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Walter F. White Elementary School
Wednesday, April 12, 2006
1890 Detroit Ave. N.W.
6:45 p.m. to 9:00 p.m.

**Any questions please call Ms. Jia Li (404) 330-6961 or
Ralph Moore (404) 840-8591**

Pleas see www.atlantaga.gov/simpson.aspx



Strengthening Neighborhoods Street by Street